

CONTRACT

WGNT
720 Boush Street
Norfolk, VA 23510
(757)446-1000

<u>Contract / Revision</u> 587307 /		<u>Alt Order #</u>
<u>Product</u> Kaine for Senate 2012		
<u>Contract Dates</u> 10/31/12 - 11/06/12		<u>Estimate #</u>
<u>Advertiser</u> Kaine/D/Senate		<u>Original Date / Revision</u> 10/31/12 / 10/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WGNT	<u>Account Executive</u> House WGNT	<u>Sales Office</u> WGNT Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
11350 Random Hills Rd
Suite 670
Fairfax, VA 22030

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WGNT	10/31/12	10/31/12	9a-10a M-F	9a-10a		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$140.00			
N 2	WGNT	10/31/12	11/05/12	10a-11a M-F	10a-11a		:30			NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$140.00			
Week:		11/05/12	11/11/12	M-----				1	\$140.00			
N 3	WGNT	11/01/12	11/02/12	1p-2p M-F	1p-2p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				2	\$200.00			
N 4	WGNT	10/31/12	11/06/12	3p-4p M-F CW	3p-4p		:30			NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				3	\$140.00			
Week:		11/05/12	11/11/12	MT-----				2	\$140.00			
N 5	WGNT	11/03/12	11/03/12	7p-8p Sa	7p-8p		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$100.00			
N 6	WGNT	11/01/12	11/02/12	1p-2p M-F	1p-2p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---TF--				1	\$200.00			
Totals											14	\$2,100.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	14	\$2,100.00	\$1,785.00
Totals	14	\$2,100.00	\$1,785.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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